

HOWARD COUNTY ARTS COUNCIL



Established in 1981 to serve the citizens of Howard County by fostering the arts, arts organizations and artists

HOWARD COUNTY ARTS COUNCIL

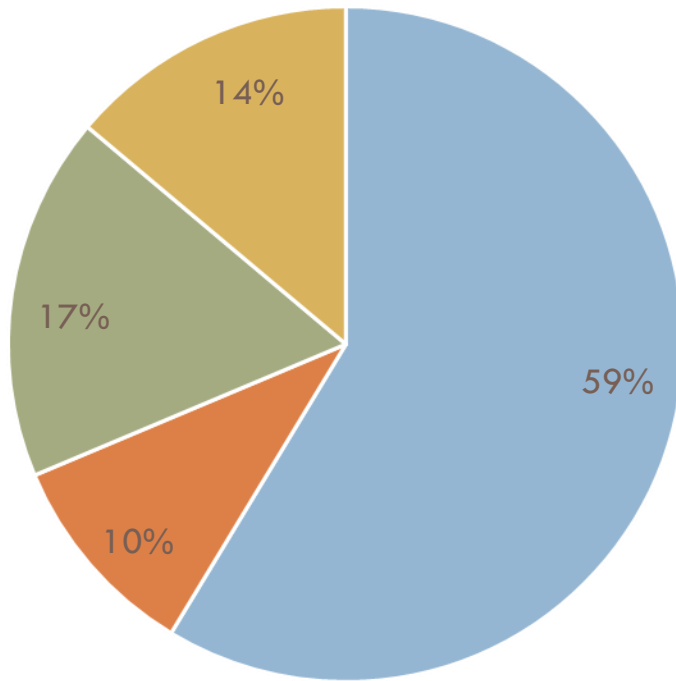


Bringing the arts to life

HOWARD COUNTY ARTS COUNCIL:

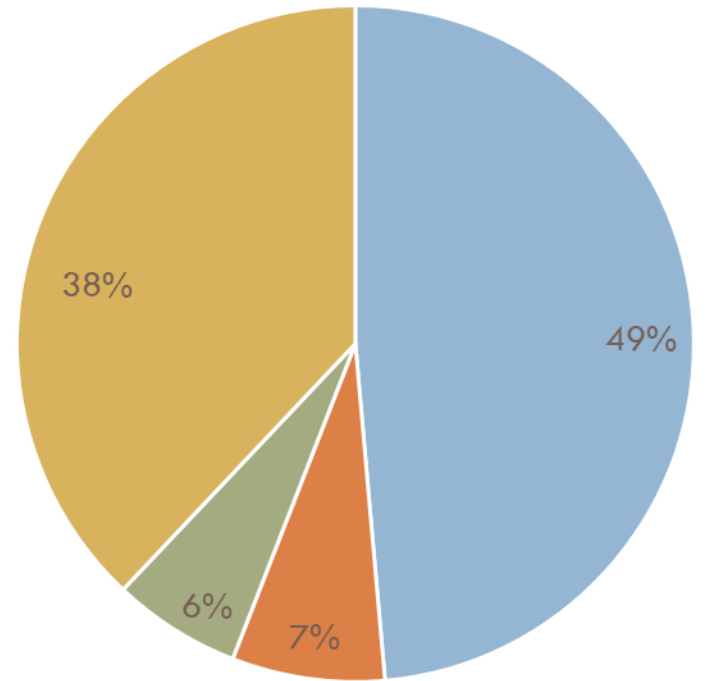
FY17 \$1.36 M Revenues and \$1.34 M Expenses

Revenues



■ Howard County ■ State ■ Program Revenue ■ Contributed

Expenses



■ Grants ■ Development ■ Overhead ■ Programs

HOWARD COUNTY ARTS COUNCIL



- fund the arts
- provide a home for the arts
- advocate for the arts

GRANT PROGRAMS: Funding for the ARTS

- Artist-in-Education
- ARTsites
- Baltimore City Arts and Culture
- Community Arts Development
- Jim Rouse Theatre Subsidy
- Mark Ryder Original Choreography
- Organizational Development
- Out Reach Howard
- Rising Star Professional Development
- Re-CREATE: Ellicott City Artist Relief Fund
- Scholarships

115 grants totaling
\$653,480
in **FY17**

GRANT PROGRAMS: Funding for the ARTS



re-create

ELLICOTT CITY ARTIST RELIEF FUND

http://hocoarts.org/support_the_arts.php

68
%

HOWARD COUNTY CENTER FOR THE ARTS

A home for the Arts



- ❑ Multi-purpose art center
- ❑ Affordable space for artists
- ❑ Life-long learning
- ❑ Connect people with the arts

Community Resource: Classes and Workshops



Community Resource: Exhibitions

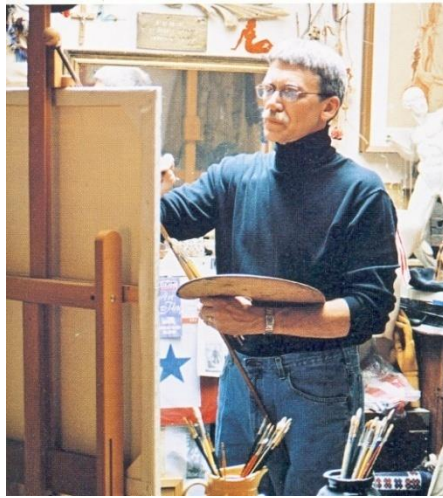


Community Resource: Resident Artists and Arts Organizations

- 14 resident artists
- 3 resident arts organizations
- 6 arts advancement groups



Diana Marta, resident artist



David Zuccarini, resident artist



Ballet Mobile, resident organization

Community Resource: A Gathering Place



Community Outreach: No Boundaries Theatre



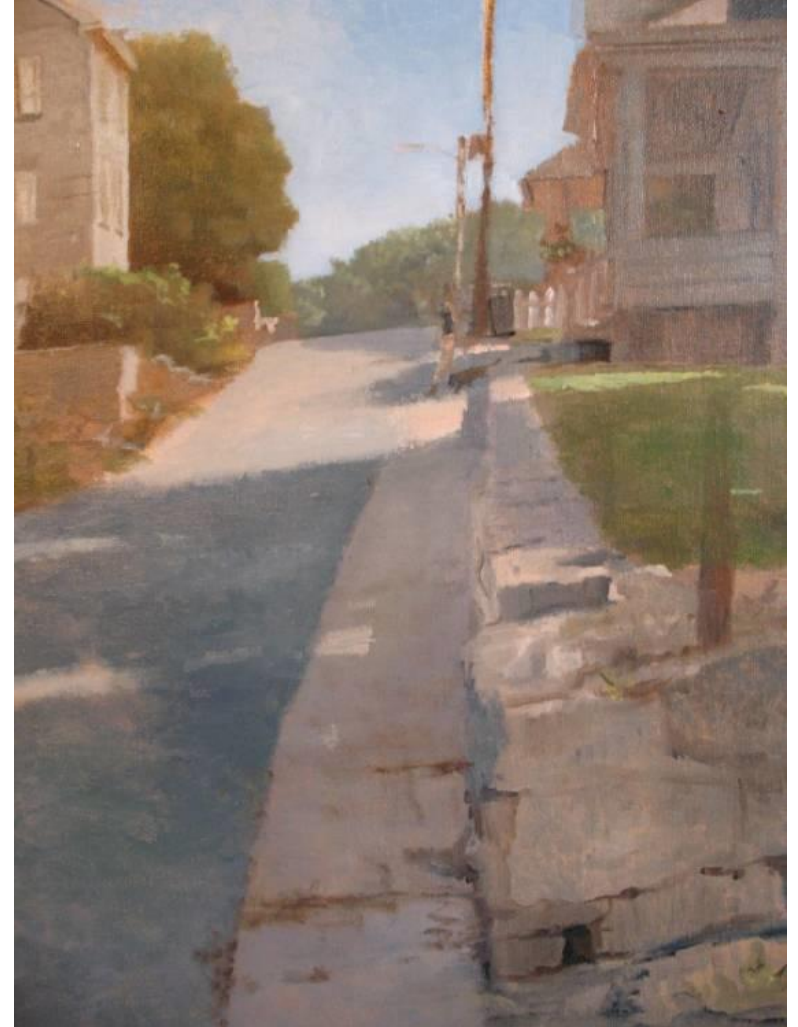
Community Outreach: Fabulous Fifty Plus Players



Community Outreach: Head StART in ART



Community Outreach: Paint It! Ellicott City



Community Outreach: ARTsites



Celebration of the Arts



ADVOCACY



The “voice” of the arts in Howard County

STATE OF THE ARTS: Needs and Challenges



- ❑ Art-in-Public Spaces
- ❑ Arts Education
- ❑ Marketing and Audience Development
- ❑ Board Development
- ❑ Diversify Funding Base
- ❑ Affordable Work Space
- ❑ World-Class Space to Present Work

ARTS Ecosystem

- Artists
- Arts Organizations & Businesses
- Arts-friendly Policies
- Audiences
- Private & Public Support



Creative Workforce

- 
- The image shows two hands, palms facing each other, with a world map painted on them. The map is colorful, with various countries and continents in different shades. The hands are positioned against a background of a blue sky with white clouds. The text is overlaid on the image in a bold, orange font with a black outline.
- ❑ Creativity and innovation is important to employers in today's global economy
 - ❑ Need creative workers - artists, entrepreneurs, and innovators - to be competitive
 - ❑ Need unique amenities and live-work options to attract and retain creative workers

CREATIVE PLACEMAKING:

Downtown Redevelopment



CREATIVE PLACEMAKING:



Ellicott City named “Top 20 Leading Creative Class Cities”
— Richard Florida

Creative Industries



- 763 arts-related businesses including 20-25 non-profits
- Employ 3,511
- 3.9% of total businesses
- 1.7% of the workforce

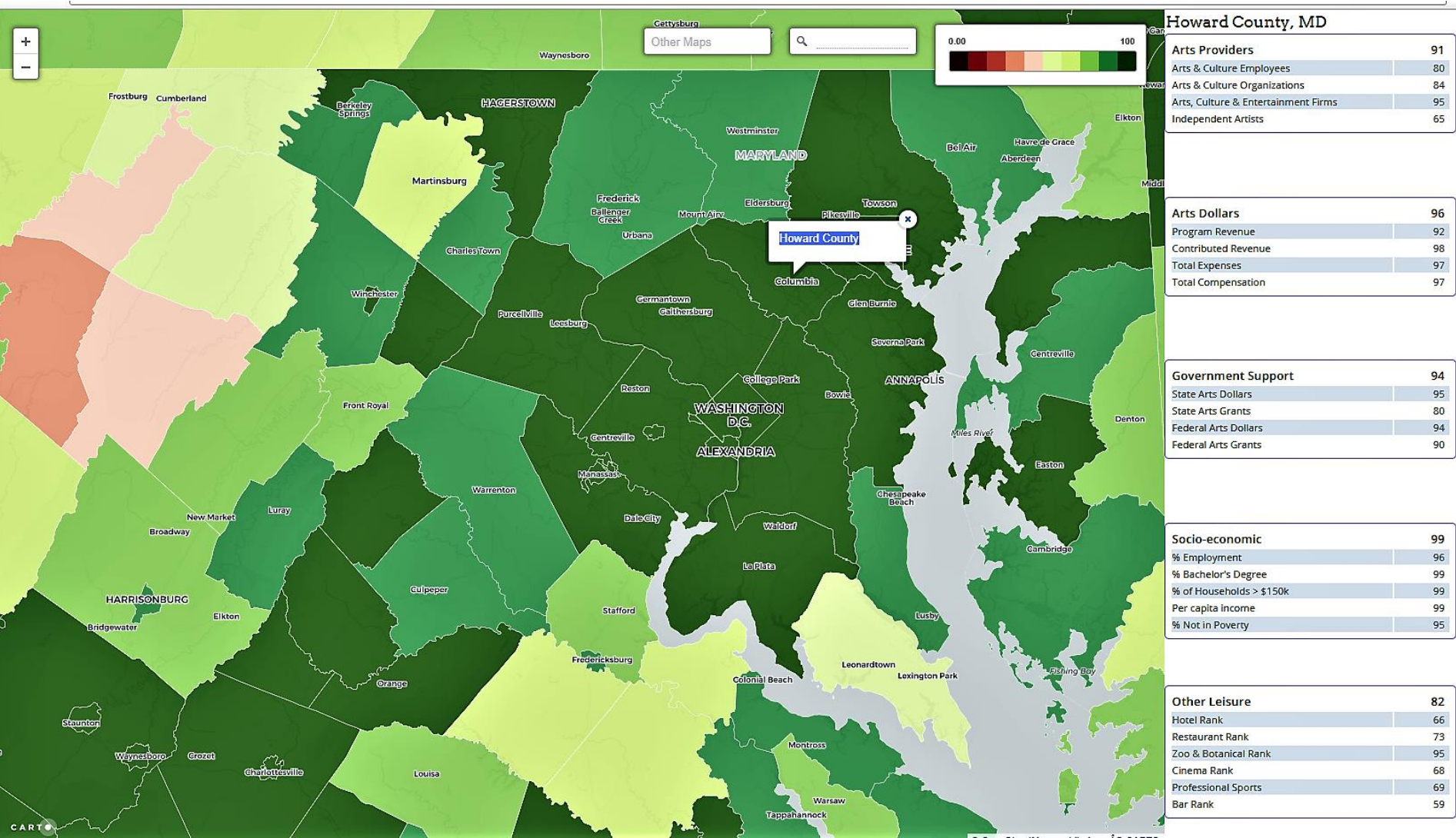
ARTS VIBRANCY: Howard County



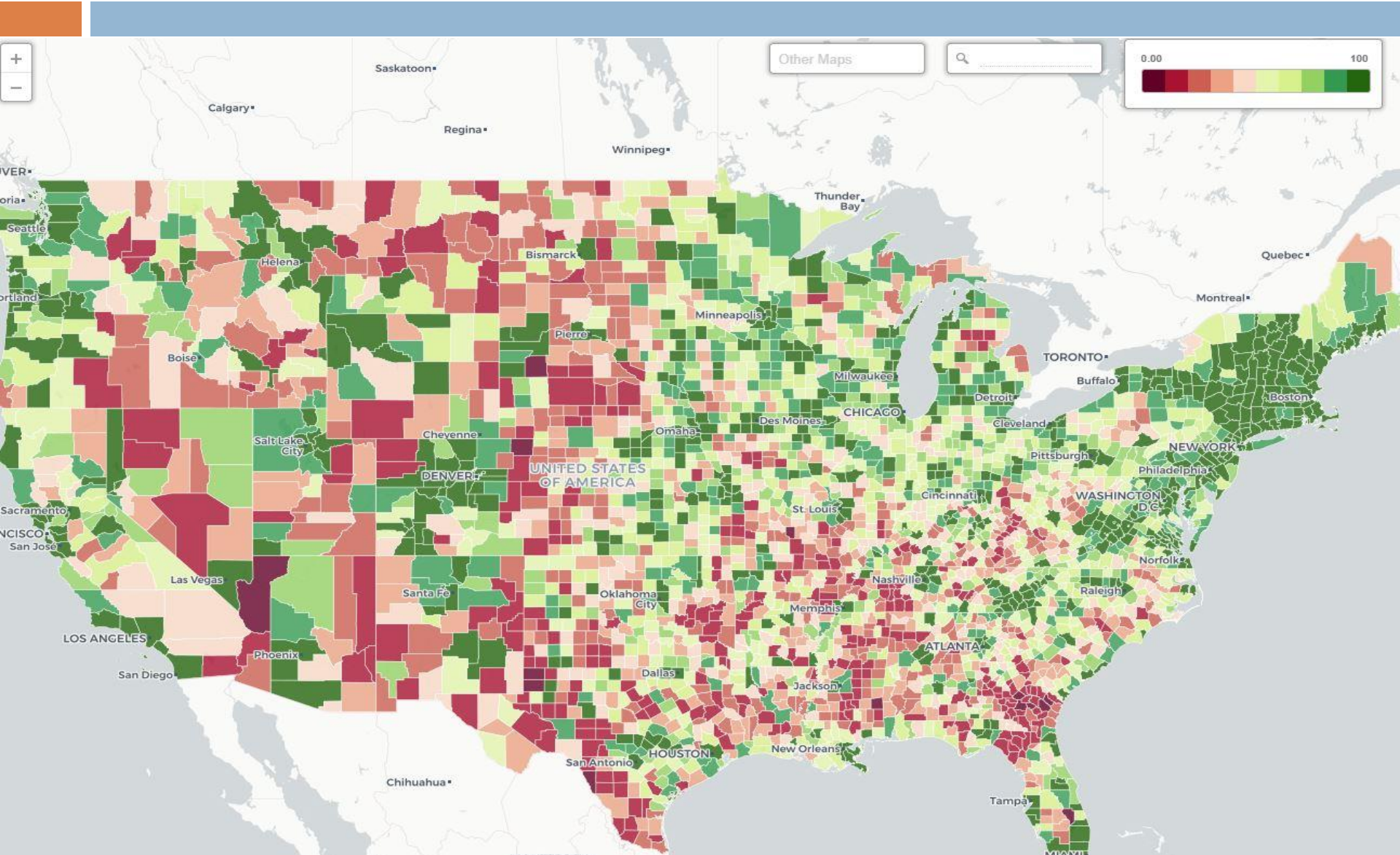
Howard County scored higher than:

- 91% of US counties for number of Arts & Culture organizations and individual artists
- 96% of US counties for amount of contributions raised and program revenue earned
- 94% of US counties for local, state, & federal support
- 99% of US counties in socio-economic status
- 82% of US counties for leisure characteristics

ARTS VIBRANCY: Howard County



ARTS VIBRANCY: Nationwide



ARTS VIBRANCY: Howard County vs Metro Area



- HoCo residents spend more per capita on arts and entertainment
- 2nd highest number of artists and creative industries
- 2nd highest level of participation per capita

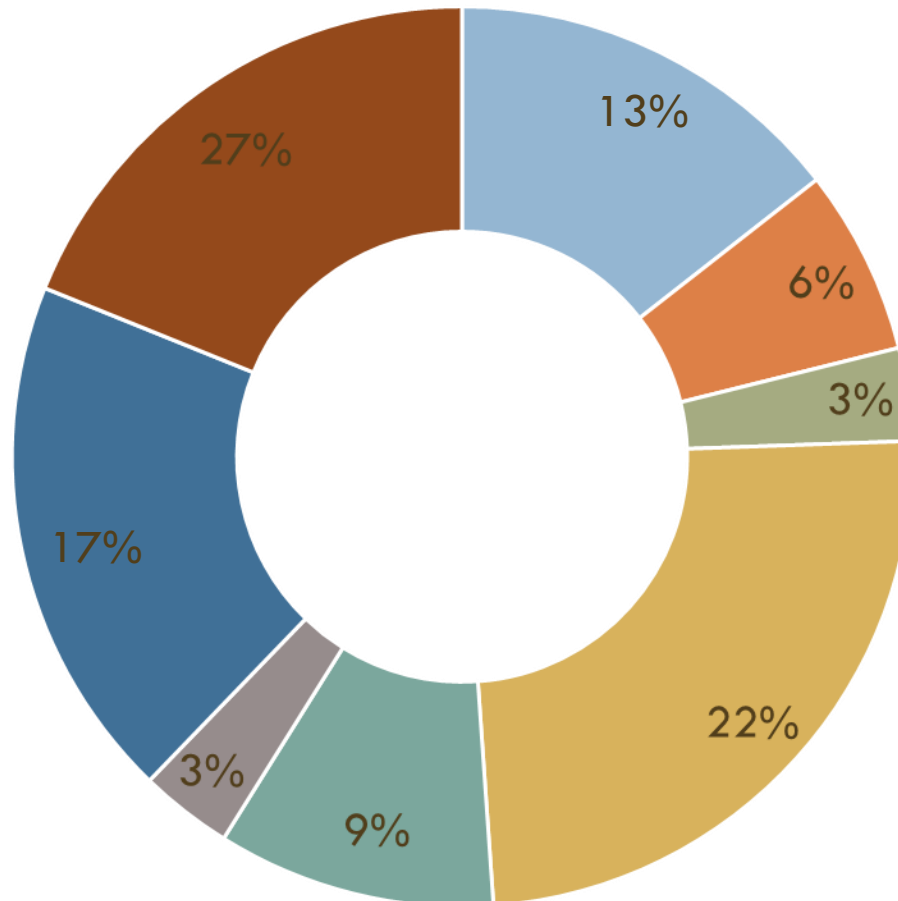
Economic Impact: Non-Profit ARTS:



- Revenues generated \$3.8 million
- Employ 140 FTEs
- For each county dollar the arts raise \$5.80
- 95,525 volunteer hours valued at \$2.2 million

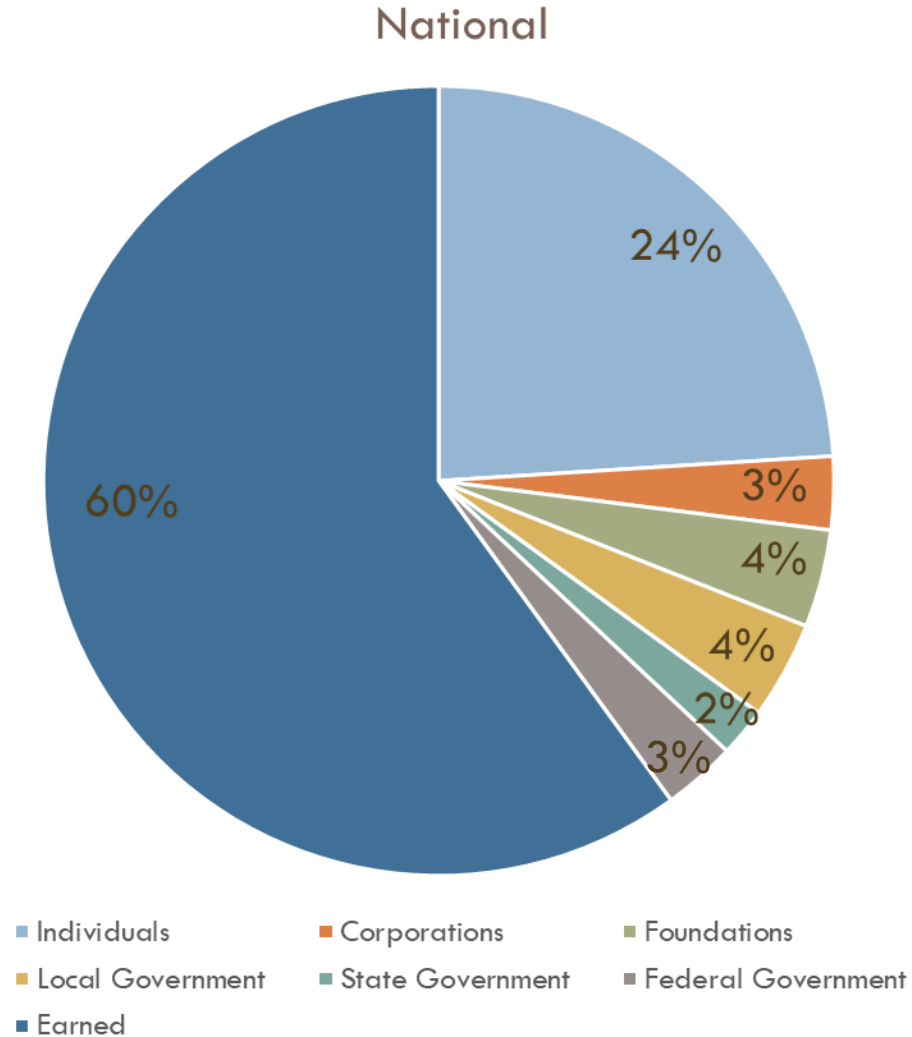
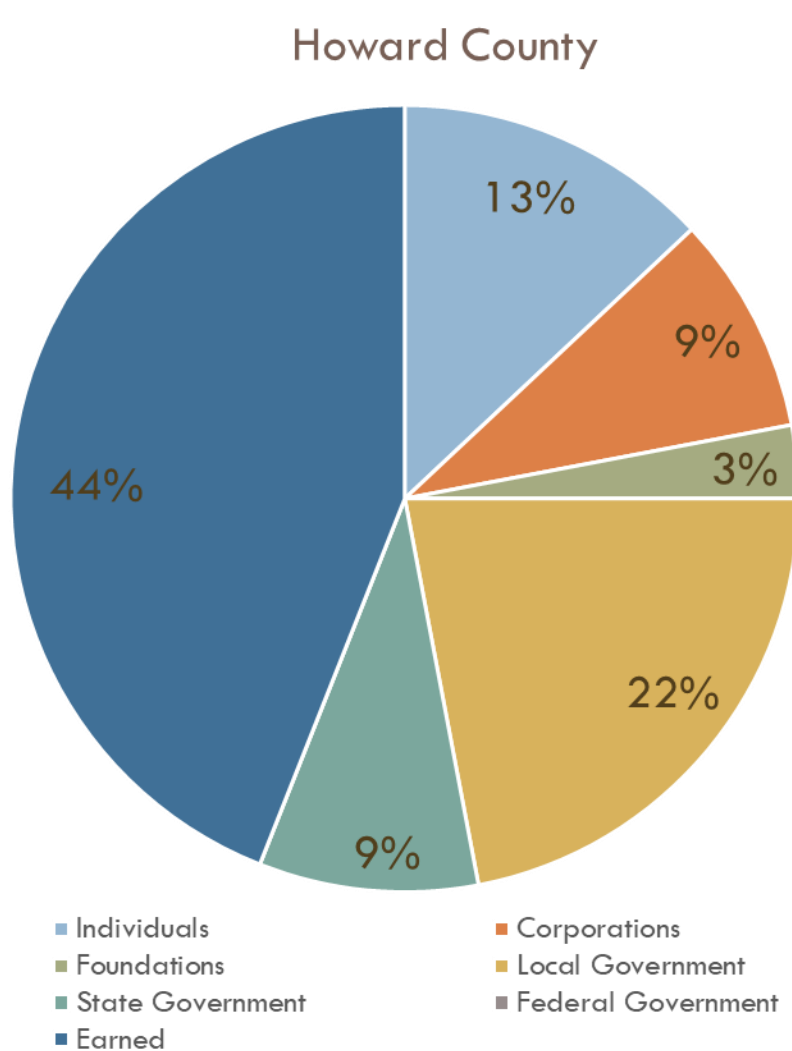
FY17 Non-Profit ARTS: Revenue Sources \$3.8 M

Income Sources



■ Individuals ■ Corporations ■ Foundations ■ Howard County ■ State ■ CA ■ Admissions ■ Other Earned

Revenue Source Comparison: Non-profit ARTS Organizations



Economic Impact: Non-profit ARTS Attendance

- 171,000 attended
- 20-30% visitors
- \$15 million in secondary spending
- Total economic impact of \$18.8 million



STATE OF THE ARTS:

Needs and Challenges

FUNDING:

- ❑ Fragile Budgets
- ❑ Private contributions are lower than demographics suggest
- ❑ Low pay for artists, arts educators & arts administrators



STATE OF THE ARTS:

Recommendations



FUNDING:

- ❑ Public funding to keep pace with growth
- ❑ Public funding to be competitive with Montgomery County \$5.50 per capita arts funding
- ❑ Public funding for the arts to go through the Howard County Arts Council
- ❑ County leaders should enlist Arts Council as a resource in arts policy decisions and encourage other decision-makers to do so

STATE OF THE ARTS:

Needs and Challenges

Space:

- Affordable live and work space
- World-class spaces to present
- Loss of vibrant, innovative arts groups



STATE OF THE ARTS:

Recommendations



Space:

- Develop arts and entertainment districts with a mix of affordable live, work and incubator spaces along with world class presentation spaces and adequate transportation and parking
- Develop a county-wide plan to guide future arts and culture infrastructure projects and capital investment
- Capital investment

CREATIVE PLACEMAKING: Space



DESIGN COLLECTIVE



STATE OF THE ARTS:

Needs and Challenges

Creative Workforce:

- 97% employers say creativity and critical thinking skills are important
- 85% can't find the creative applicants they seek



STATE OF THE ARTS:

Recommendations



Creative Workforce:

- Arts education and training
 - Teach students to seek multiple interpretations, work collaboratively, and think outside of the box
 - Students involved in the arts score higher on SATs, have higher grades, have lower dropout rates, and are more engaged in school and civic activities
 - Provide a means to teach non-traditional learners and provide common ground for understanding diverse cultures

STATE OF THE ARTS:

Recommendations



Creative Workforce continued:

- Develop policies to support arts education as a core educational value
- Develop policies to support STEM to STEAM curriculum

STATE OF THE ARTS:

Needs and Challenges

Public Art



STATE OF THE ARTS:

Recommendations



Public Art:

- Develop county-wide public art vision, plan and policies

STATE OF THE ARTS:

Needs and Challenges

Community Health & Wellness:

- 50% of healthcare institutions provide arts programming
- Veterans rank art therapies in top 4 out of 40 treatments
- Older adults involved in the arts demonstrate better health, fewer doctor visits, less medication usage
- Youth at Risk involved in the arts show decreased delinquent behavior, improved academics and attitudes
- The arts help patients and families cope with loss, isolation and depression

STATE OF THE ARTS:

Recommendations



Community Health & Wellness:

- ❑ Infrastructure and specialized training is needed to integrate the arts into community health and wellness service delivery systems

STATE OF THE ARTS:

Needs and Challenges

Audience Development & Marketing:

- High cost of media avenues for reaching large audiences
- Audience diversity



STATE OF THE ARTS:

Recommendations

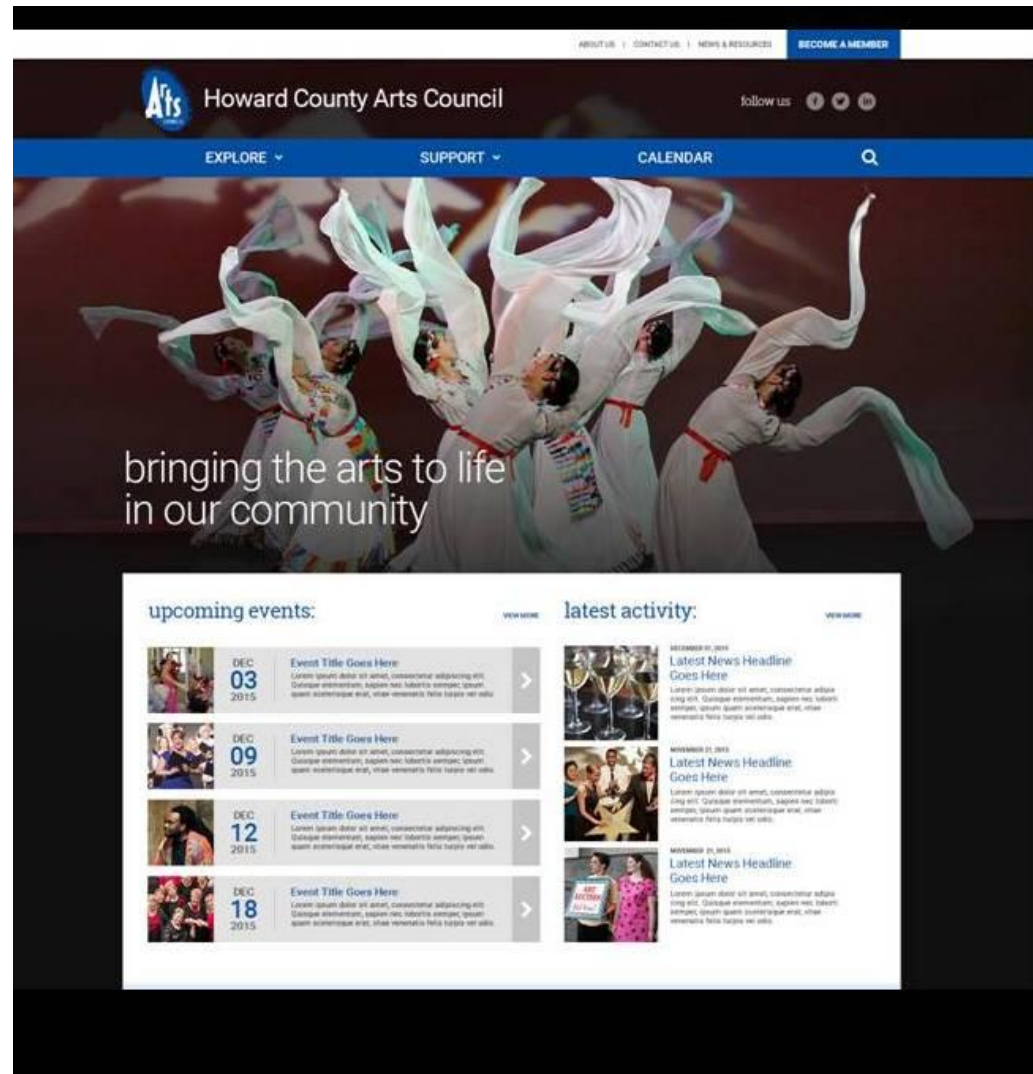


Audience Development and Marketing

- Develop stronger partnerships with HCEDA, Chamber of Commerce, and Tourism
- Develop cross cultural partnerships and outreach and marketing strategies

HOWARD COUNTY ARTS COUNCIL

- www.hocoarts.org
- Online Arts Calendar
- ARTbuzz
- Social Media
- Press and Media



HOWARD COUNTY ARTS COUNCIL



The ARTS — pART of the solution.